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U. S. DEPARTMENT OF AGRICULTURE

WAR FOOD ADMINISTRATION
OFFICE OF MARKETING SERVICES
Washington 25, D. C.

February 16, 1945

FRUIT AND VEGETABLE BRANCH
ADMINISTRATIVE LETTER NO. 24

ADMINISTRATIVE SERVICES SECTION

TO ALL FIELD OFFICES

We have noticed that quite a few of our field offices are using the identification of "Office of Supply" on correspondence forwarded to Washington. Employees of the Fruit and Vegetable Branch are employed in the "Office of Marketing Services." Please address all correspondence to the Office of Marketing Services, War Food Administration.

TO FRESH AND PROCESSED PRODUCTS STANDARDIZATION AND INSPECTION DIVISIONS

We have noticed that quite a few schedules are arriving in Washington improperly addressed. Please follow the instructions contained in the Manual for handling field collections. Unless these instructions are followed, schedules are delayed and frequently lost, causing an unnecessary amount of additional work in the Finance Division.

W. C. Hasbrouck
Administrative Officer

PROCESSED PRODUCTS STANDARDIZATION AND INSPECTION DIVISION

A growing interest is being shown in Radio presentations which feature our young women inspectors in interviews regarding the inspection and standardization of processed foods. The scripts for these programs and other preparations are being made available by the Radio Section, Marketing Reports Division. To date the following young women have participated in this phase of our work:

Miss Florence J. Neuman, Station WLAP, Lexington, Kentucky
Miss Betty MacGregor, Station KMG, Stockton, California
Miss Harriet Y. Werner, Station KIDO, Boise, Idaho
Miss Marjorie Martell, Station WLBZ, Bangor, Maine
Miss Helene Urban, Station WRDO, Augusta, Maine
Miss Ida Breckenridge, Station KYW, Philadelphia, Pennsylvania

On January 30, 1945, Mrs. Cheryl C. Root and Miss Helen M. Chaapel presented a grading demonstration for 40 members of a Red Cross Nutrition Class, in Baltimore, Maryland. It was reported that the interest of the group was keen, and that requests have already been received for four other demonstrations. Two are to be given for other Red Cross Nutrition Classes and two for Department of Welfare Classes.

We regret to announce that we have added another gold star to the Service Flag in the Washington office. We have been advised that Paul J. Dwyer was reported killed in action in September, 1944, while serving with a Medical Detachment in France. Mr. Dwyer, a former processed foods inspector, resigned from the service in 1942 and enlisted in the U. S. Army. He was appointed to our Philadelphia office but his assignments carried him over most of the Atlantic Coast Region. His record

while working with us was outstanding. He was a most efficient inspector; a sincere, honest, conscientious, indefatigable worker; admired by all of his associates and by members of the industry with whom he came in contact. Let us hope that it will not be necessary to add any more gold stars to our Service Flag.

Lt. Charles H. Brown, a former processed foods inspector attached to the Washington laboratory, was reported wounded by shrapnel somewhere on the Belgian Front. The last letter received from Lt. Brown stated that he was convalescing in a hospital near Paris. He has the best wishes of the entire Washington staff for a speedy recovery.

F. L. Southerland, Acting Chief.

MARKET NEWS DIVISION

ABOVE CEILING PRICES

It has recently been brought to our attention that in a number of instances above ceiling quotations in market reports have been considered by certain individuals as representing legal ceiling prices, the argument being that publication of prices in a government market report in effect legalizes them even though they may be above ceiling. This, of course, is not the case. It has always been our policy to quote the markets as we find them, regardless of their relationship to OPA ceilings, support prices, or any other established price, and this policy should continue unchanged.

In order to further prevent such claims, the statement "PRICES ARE NOT NECESSARILY OPA CEILING PRICES" should be added to the heading on all market reports. The complete heading to be used would then read somewhat as follows "UNLESS OTHERWISE STATE PRICES QUOTED COVER SALES TO 9:00 A.M. ON THIS MORNING'S WHOLESALE MARKETS IN L.C.L. QUANTITIES ON STOCKS OF GOOD MERCHANTABLE QUALITY AND CONDITION. PRICES ARE NOT NECESSARILY OPA CEILING PRICES".

STYLE AND READABILITY OF MARKET REPORTS

A brief critical analysis of a number of commodity market news reports was recently made by the Extension Service. Reports were studied primarily from the standpoint of readability and ease with which the reader could find the information in which he was interested.

The biggest criticism of daily market reports was that they were in many cases so crowded as to be difficult to follow and very tiring on the eyes. One suggestion to help correct this, especially where a micro-clite typewriter is used, is to always set the report up in two columns on the page. Most offices now do this. Those which do not should consider using the columnar system in all reports. In field reports or special commodity reports where space permits, a tabular system of setting up markets or statistical data makes for easier reading. Any style which helps break up the solid masses of reading matter on a page helps. Use clear headings. A listing of commodities in alphabetical order should be followed, and insofar as possible the same information should appear regularly in about the same position on the reports.

In terminal markets, the report on the local market is the most important feature. Wherever possible the local market heading should appear at the top of a page rather than in the middle of a page or the middle of a column. The mailing space should be placed at the bottom of a page rather than at the top. Placing the mailing space at the top of the page detracts considerably from the material which appears below it.

We realize that in many cases space limitations prevent the use of the most effective style and set up on market reports; however, every News employee, both technical and clerical, is urged to study his own reports to see if they present the best possible and most effective appearance, especially from the standpoint of readability. The mailing room operation should also be considered. Many otherwise good reports present a very poor final appearance because of poor or careless handling in the mailing room. The present poor quality of much of our paper and ink add to this difficulty. We should, however, make the best possible use of the quality materials we have at hand. After all, our market reports represent our principal contact with the largest percentage of the individuals who use the Market News Service.

PROSPECTIVE MARKET NEWS APPOINTEES

If you know of anyone you consider properly qualified to do a creditable job and who might be interested in Market News work, please let us know. Appointees would in all probability, after training, be assigned to the itinerant field force.

The Market News Address list remains unchanged from the one which appeared in the Branch Letter of February 2.

C. D. Schoolcraft, Chief.

REGULATORY DIVISION

We are desirous of ascertaining the present address of Harry T. Silverfarb, who formerly operated in the District of Columbia under various names. Anyone having information regarding the present address of this party is requested to communicate promptly the facts to the Regulatory Division.

T. C. Curry, Chief.

FRESH PRODUCTS STANDARDIZATION AND INSPECTION DIVISION

CHANGE IN COMMERCIAL HOURLY INSPECTION FEE

The inspection regulations were amended changing the fee for commercial fresh fruit and vegetable inspections from \$2 to \$2.50 per hour. The amendment was issued February 8, 1945 and becomes effective 30 days after date of issuance which would be March 10, 1945.

All destination offices, especially those handling steamship work, should take notice of this amendment and be sure to start charging for commercial hourly inspections at the rate of \$2.50 on March 10.

MONTHLY OPERATING REPORT FORM OMS-110

Most of the destination inspection offices have sent in their January monthly report on this new form and many have sent in the one for the 1944 fiscal year and for the first six months of this fiscal year. It is fully appreciated that most offices are working under a heavy strain at the present time and it takes considerable time to prepare the two latter reports; however, we hope all offices will send them in as soon as possible.

A number of offices have requested help on certain details of the form, especially PART III covering salaries and expenses of relief help. When an inspector is assigned temporarily to an office to provide relief during annual leave, or to provide additional assistance, or for any other reason, his travel expense, per diem, and salary should be included on the monthly report of the office to which he is temporarily assigned provided he is there longer than five days. If a man is away from his headquarters for five days or less these items can be reported by his headquarters station. In Part III section 2, under "Expense Accounts" always include all of the items in the body of the expense account and also the amount covered by the transportation requests. If additional help is needed in filling out these forms it can be obtained from the regional supervising inspectors.

In the future all forms should be signed in the lower right-hand corner of the "Remarks" section of the form.

METHOD OF REPORTING INSPECTIONS FOR FEDERAL AGENCIES ON MONTHLY FDA-34, 34a SUPERSEDING FPI-11, 11a, 34a (SUPERSEDING FPI-11, 11a), FPI-17 and FPI-19 FORMS

Inspection work for Federal agencies should be handled on an hourly basis at the rate of \$2.35 per hour and be reported to the Washington office on form FPI-19 in the same way as previously instructed.

The tonnage of all such work, whether handled in carload or l.c.l. lots, should be reduced to pounds and reported on FPI-17. Under "Remarks" at the bottom of that form there should be a supplemental statement indicating the number of carloads included in the poundage and also a statement as to the number of regular FDA-605 (FPI-1) certificates used.

There has been considerable confusion as to whether inspections for Federal agencies reported on regular certificates FDA-605 should appear anywhere on monthly report FDA-34 (FPI-11). Federal agency inspections on regular certificates ~~should~~ not be reported anywhere on FDA-34 except under "Number of certificates issued" near the top of the form, and under "Remarks" at the bottom. Under "Remarks" a notation such as the following can be made "Number of certificates issued includes 10 carloads for QMC reported on FPI-19.". Such inspections should ~~not~~ be included on FDA-34a, (FPI-11a).

NOTES:

William J. Bertush will be detailed to Los Angeles March 1 to take charge of the inspection office there.

Floyd F. Smiley, formerly of the Boston office, has been transferred to the War Department.

Ernest W. Varner reported at the Chicago office Feb. 5.

Harry N. Strode, who has been attached to the Los Angeles office, resigned February 15.

Allen V. Wahlgren has been appointed as a Collaborator under the supervision of G. W. Christenson of the Minneapolis office.

Mr. T. Austin and E. W. Jackson have been appointed as Collaborators to assist with the QMC inspection work at Orlando, Fla.

John Justus Anderson, Isaac B. Newton and Wm. N. Thomas have been appointed as Collaborators to assist with inspections for the QMC at Charleston, S. C. They will be attached to the Columbia, S. C. office working under the supervision of Mr. T. A. Cole.

Paul Taylor has been appointed a Collaborator and will make condition-only inspections at Bridgeton, N. J. under the supervision of M. N. Edmonston.

E. E. Conklin, Chief.

FRUIT MARKETING DIVISION

COLD STORAGE HOLDINGS OF APPLES

--- Total U. S. cold storage holdings of apples as of February 1, according to the official cold storage report, were 25,370,000 bushels, which are the second highest on record. The net out-movement during January 1945 of 7,316,000 bushels was 402,000 bushels more than the net out-movement during January 1943, which was a comparable crop year. While the disappearance during January 1945 exceeded the January disappearance during any of the past seven years, it must be remembered that the January 1, 1945 holdings were considerably higher than any January 1 holdings on record.

CANADIAN APPLES

--- Imports of Canadian apples, as of February 13, 1945, were approximately 1,432,000 bushels for fresh consumption and approximately 800,000 bushels for processing, mostly in California and Washington. According to the understanding arrived at by the U. S. and Canadian apple industries, approximately 132,000 bushels of apples for fresh consumption and 200,000 bushels for processing are yet to be imported from Canada.

INDUSTRY ADVISORY COMMITTEE MEETINGS

--- The dates have been determined for meetings of representatives of the Office of Price Administration and the War Food Administration with members of Industry Advisory Committees of growers and shippers to discuss ceiling prices for fresh fruits for the 1945 season.

The fresh Berry Committee meeting will be held at OPA, Washington, D. C. on February 27. The following meetings will be held at San Francisco: An overall meeting of the Fresh Pear, Fresh Apricot, Plum, and Fresh Prune, and the Fresh Sweet Cherry Committees on March 12; the Fresh Pear Committee on March 13; the Sweet Cherry Committee on March 14; the Fresh Apricot, Plum, and Fresh Prune Committee on March 15 and 16; and a joint meeting of the Fresh Table Grape and Fresh Juice Grape Committees on March 19.

The Fresh Peach Industry Advisory Committee meeting will be held at OPA, Washington, D. C. on April 10 and 11; and the Fresh Apple Committee meeting will be held at OPA, Washington, D. C. on April 17 and 18.

DRIED FRUIT ACQUISITIONS

--- Acquisitions of natural condition dried fruits by West Coast packers as of January 31, 1945, are reported in tons as follows; Apples 12,881, apricots 25,608, peaches 26,552, pears 3,357, prunes 162,659, raisins and Zante currants 301,667.

Since January 31, releases under WFO 16 have included 740 additional tons of Muscat raisins for U. S. civilians. This tonnage represents quantities reported subsequent to previous releases which were intended to make all uncommitted Muscats in packers' hands available to the trade.

INCREASE IN PECTIN SUPPLY EXPECTED

--- Pectin, dry and liquid, for preservers use has been very tight for several months. It is expected that within another 30 to 45 days, the shortage will be relieved, somewhat, due to the increased supply of citrus fruit, particularly lemons in California and the further fact that preservers, as industrial users, are cut in sugar supply to 70 per cent of their 1944 production of jams, jellies, and marmalades.

Military needs for jams, jellies, and marmalade are still fairly large and preservers naturally receive preference in deliveries of pectin for use on Armed Forces contracts. Unless unforeseen difficulties arise, there should soon be enough pectin available for all needs.

PROCESSED FRUIT COMMITTEES

Representatives of the Fruit and Vegetable Branch met with the Planning Committee of the National Cannery Association in Washington, D. C., February 4 and 5. The details of the set-aside order were discussed and comments on the proposed 1945 fruit program were made by representatives of the Office of Supply. The tentative 1945 pricing program for canned, frozen, and brined fruits and vegetables was discussed by representatives of the Office of Price Administration.

A meeting was held with the Frozen Fruit and Vegetable Industry Advisory Committee on February 9. A meeting with the RSP Cherry Industry Advisory Committee is scheduled to be held in Washington, D. C., February 23.

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D. F. McMillen, Acting Chief